



**State of North Carolina**  
**ALCOHOLIC BEVERAGE CONTROL COMMISSION**

ANN SCOTT FULTON  
ACTING CHAIR

4307 MAIL SERVICE CENTER  
RALEIGH, NC 27699-4307

**COMMISSION MEMBERS:**  
RICKY WRIGHT  
WAKE FOREST

MICHAEL C. HERRING  
ADMINISTRATOR

(919) 779-0700  
FAX (919) 662-3583

MIKE A. JOYNER  
CHARLOTTE

**MEMORANDUM NO. 2673**

DATE: August 22, 2002

TO: All County and Municipal ABC Boards

FROM: Michael C. Herring  
Administrator

SUBJECT: New Data Format

Presently all local ABC Boards in North Carolina report monthly sales information and bottles sold by code number to the Commission. The Commission publishes a monthly sales report and the National Alcohol Beverage Control Association (NABCA) publishes a monthly bottle sales report.

As the spirits industry consolidates and becomes more competitive there is a need to extract more information from the data you generate. In addition to the current data provided, companies want information by store location and by on-premise account to determine how effective their marketing strategies and programs are. With the advancement of technology this information already exist in your programs and can be provided with little effort and minimal expense.

Yesterday, we along with Jerry Janicki, Operations Director for NABCA, met with your computer programmers to discuss changing your reporting formats to include store numbers, mixed beverage permit numbers and address information. Each vendor agreed that with minor programming adjustments, the new information could easily be provided, with little or no impact to your current reporting procedures. The only difference would be that instead of sending data to NABCA monthly, we would request that it be sent electronically on a weekly basis once the new format is installed.

[www.ncabc.com](http://www.ncabc.com)

LOCATION: 3322 GARNER ROAD, RALEIGH, NC 27610

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The initial effort will involve the top 20 ABC Boards in sales volume. Over the next few weeks, your vendors will be developing and installing the new formats. NABCA has agreed to pay all programming costs and to provide you with access, via the Internet, to this data. By the end of the year we hope that all boards will be reporting with the new format.

Over the past couple of months distiller representatives have been asking you for specialized information as it pertains to the on-premise accounts. In the very near future all industry members can get this information along with other competitive data from one source, NABCA, customized to their liking.

As we continue to make improvements in the way we conduct business, your support and cooperation is appreciated. As this new initiative proceeds and reaches your board, please do not hesitate to call me directly if you should have questions or concerns.